

# fashion calendar

RUTH FINLEY, EDITOR  
FRANCES HUGHES, ASSOC. EDITOR

1 9 6 0

20th YEAR • A WEEKLY PUBLICATION

Week of July 4, 1960

File  
copy

january

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july

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february

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november

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december

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8 EAST 77th STREET

NEW YORK 21, NEW YORK

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JULY 1, 1960</u>			
Thursday June 30 10:30 A.M.	PREVIEW OF FALL MILLINERY COLLECTION Mr. John's Fall collection of millinery for press and buyers. By invitation. Publicity: Joseph Mann, PL. 7-1966.	MR. JOHN	24 WEST 57TH STREET SALON - 7TH FLOOR
July 4	<u>WEEK BEGINNING MONDAY, JULY 4, 1960</u>		
July 4	INDEPENDENCE DAY - Legal Holiday (Monday)		
Tuesday July 5 11:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Sally Victor will invite the press to preview her Fall hats. By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
Beginning Tuesday July 5	SHOWING OF FALL MILLINERY COLLECTION Continuous showing of Frarian's Fall millinery collection, designed by Miss Lucille. Contact: Peggy Lambert or Mr. de Costa, CI. 7-2687.	FRARIAN ORIGINALS	47 WEST 56TH STREET SHOWROOM - 6TH FLOOR
Wednesday July 6 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Press preview, at breakfast, of the Irene of New York and Rivera Fall millinery collections. By invitation. Contact: Miss Rose, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
Wednesday July 6 3:30 P.M.	PRESS PREVIEW: FALL MILLINERY Bergdorf Goodman will preview their Fall millinery collection designed by Halston and Milita. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday July 6 6:00 P.M. Cocktails	PREMIERE PREVIEW: FALL HAT COLLECTION The first preview of Mr. Arnold's Fall junior hat collection will be presented by the Biltmore Hat Corp. Showing promptly at 6:30 P.M. For press and buyers, by invitation. Contact: Herbert Breslin, PL. 7-9490.	MR. ARNOLD JUNIORS	BILTMORE HAT CORP. 1040 SIXTH AVE, (10TH FL.)
Thursday July 7 9:30 A.M. Coffee	MILLINERY, CLOTHES, FURS AND COIFFURES "Tout Ensemble" -- preview for the press of Fall hats, clothes, furs and coiffures. By invitation. Contact: PL. 7-8780. Publicity: Eleanor Lambert, MU. 8-2130.	WALTER FLORELL	30 WEST 57TH STREET SALON - 5TH FLOOR
Thursday July 7 5:30 P.M. Cocktails	PREVIEW OF FALL MILLINERY COLLECTION Emme will preview her Fall millinery collection to the press and buyers. Showing at 6:00 P.M. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	EMME (19 WEST 57TH STREET)	SHERRY NETHERLAND CRYSTAL PAVILLION

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday July 8 10:00 A.M.	PREVIEW OF FALL MILLINERY COLLECTION "Miss Frederics", "Charmers", "Sweet Young Things"--preview of John Frederics' Fall millinery collection for press and buyers. (Release date - Tues., July 12.) By invitation. Publicity: Ronald Forstadt, CI. 7-7745.	JOHN FREDERICS	6 WEST 57TH STREET SALON - 7TH FLOOR
Friday July 8 12:00 Noon Luncheon	MILLINERY AND ACCESSORIES LUNCHEON Millinery and Accessories Show -- Fall, 1960. Co-chmn: Millinery -- Julia Daly and Patricia Peterson. Accessories -- Mildred Hill and Ruth Haber. Prices: \$8.00 (members); \$10.00 (guests). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
July 10	NATIONAL DEMOCRATIC CONVENTION (Los Angeles)		
Monday July 11 10:30 A.M.	PREVIEW OF FALL MILLINERY COLLECTION William J will present his Fall millinery collection to press and buyers. By invitation. Contact: CI. 5-8956.	WILLIAM J	56 WEST 57TH STREET SALON - 5TH FLOOR
Monday July 11 5:30 P.M. Cocktails	PREVIEW OF FALL MILLINERY COLLECTION "Chateau Collection" -- preview of Mr. Arnold's Fall millinery collection, for press and buyers in his new salon. Showing at 6:00 P.M. By invitation. Contact: Herbert Breslin, PL. 7-9490.	MR. ARNOLD, INC.	20 WEST 57TH STREET SALON - 4TH FLOOR
Tuesday July 12 7:00 P.M. Dinner	ADVANCE PREVIEW OF FALL HATS The Trade Promotion Committee of Millinery Promotions Inc. will present a showing of Fall hats by the Millinery Creators of America. For buyers, by invitation. Contact: MU. 6-2970.	MILLINERY PROMOTIONS INC. (10 EAST 40TH ST.)	HOTEL ASTOR BALLROOM
Wednesday July 13	OHRBACH'S RELEASE DATE-- Fall woolen knit dresses, ensembles from Austria, England, France, W. Germany, Ireland, Italy, Switzerland. (No Show).		
Thursday July 15 12:00 Noon Luncheon	PRESS PREVIEW OF ROOM SETTINGS Preview of rooms and vignette settings, highlighting Renaissance of individuality. By invitation. (For release, Wed., July 20). Publicity: Judy Jankowitz, TR. 5-0195, Ext. 662.	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR RESTAURANT
Saturday July 16 4:00 P.M. Cocktails	FALL MILLINERY AT VISITING PRESS SHOW The out-of-town press will preview John Frederics' collection of Fall millinery. By invitation. Contact: Ronald J. Forstadt, CI. 7-7745.	JOHN FREDERICS, INC.	6 WEST 57TH STREET SALON - 7TH FLOOR
Saturday July 16 5:00 P.M. Cocktails	HATS, FURS, COUTURE FOR VISITING PRESS Preview of Mr. John's Fall hats, couture, furs and accessories for visiting press. By invitation. Publicity: Joseph Mann, PL. 7-1966.	MR. JOHN, INC.	24 WEST 57TH STREET SALON - 7TH FLOOR
Saturday July 16 6:30 P.M.- 8:15 P.M.	"SURPRISE" DINNER FOR VISITING PRESS R & K Originals will invite the visiting and local press to a "Surprise" dinner. By invitation. Publicity: Hilda Sherey, PE. 6-0900.	R & K ORIGINALS (1400 BROADWAY)	PLACE TO BE ANNOUNCED

DATEWHAT'S GOING ONGIVEN BYWHERENEW YORK COUTURE GROUP'S THIRTY-FIFTH NATIONAL PRESS WEEK (JULY 17-23, 1960)

Fall collections of leading designers (33 members, 18 auxiliaries, 1 variety group), for visiting press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.

Sun., July 17... 12:00 Noon Millinery Inst. of Amer. (Aux)...PLAZA - PERSIAN ROOM  
4:15 P.M. Ritter Furs (Aux.).....PLAZA - TERRACE ROOM  
7:00 P.M. Int'l Silk Ass'n U.S.A. (Aux.)...PIERRE - BALLROOM

Mon., July 18... 8:15 A.M. "Watch For" Roundup-(Bkfst 7:30).PIERRE - BALLROOM  
8:45 A.M. Adele Simpson.....PIERRE - BALLROOM  
9:30 A.M. Maurice Rentner (Bill Blass).....PIERRE - BALLROOM  
10:15 A.M. Monte-Sano & Pruzan.....PIERRE - BALLROOM  
11:00 A.M. Rudolf Gowns.....PIERRE - BALLROOM  
11:45 A.M.- 12:30 P.M. Free Writing Period  
12:30 P.M. Clairol - Luncheon (Aux.).....PIERRE-COTILLION ROOM  
2:00 P.M. Jane Derby.....PIERRE - BALLROOM  
2:45 P.M. Marquise (Philippe Tournaye).....PIERRE - BALLROOM  
3:30 P.M. Oleg Cassini.....PIERRE - BALLROOM  
4:15 P.M.- 5:00 P.M. Free Writing Period  
5:30 P.M. Lebow Men's Wear-Cocktails (Aux).PIERRE-COTILLION ROOM  
8:00 P.M. Ship 'n Shore-Theatre Party(Aux).MARTIN BECK THEATRE

Tues., July 19... 7:30 P.M. Capezio-Breakfast (Aux.).....9 WEST 61ST STREET  
8:45 A.M. Trigere.....PIERRE - BALLROOM  
9:30 A.M. Donald Brooks for Townley.....PIERRE - BALLROOM  
10:15 A.M. Davidow.....PIERRE - BALLROOM  
11:00 A.M. Edward Abbott (Wilson Folmar)....PIERRE - BALLROOM  
11:45 A.M.- 12:30 P.M. Free Writing Period  
12:30 P.M. Ship 'n Shore-Luncheon (Aux.)....PIERRE - BALLROOM  
2:00 P.M. Paul Parnes (Beni Claire).....PIERRE - BALLROOM  
2:45 P.M. Larry Aldrich (Marie McCarthy)....PIERRE - BALLROOM  
3:30 P.M. Ceil Chapman.....PIERRE - BALLROOM  
4:15 P.M.- 5:00 P.M. Free Writing Period  
5:30 P.M. Fur Infor.& Fashion Council (Aux)PIERRE-COTILLION ROOM  
7:00 P.M. N.W. Ayer & Son, Inc-Dinner (Aux) PLAZA-TERRACE-BALLROOM

Wed., July 20... 7:45 A.M. Napier- Breakfast (Aux.).....PIERRE-COTILLION ROOM  
8:45 A.M. Branell.....PIERRE - BALLROOM  
9:30 A.M. B. H. Wragge.....PIERRE - BALLROOM  
10:15 A.M. Arthur Jablow (David Kidd).....PIERRE - BALLROOM  
11:00 A.M. Hannah Troy.....PIERRE - BALLROOM  
11:45 A.M.- 12:15 P.M. Free Writing Period  
12:15 P.M. E.I.DuPont deNemours-Lunch (Aux) PLAZA - BALLROOM  
2:00 P.M. Harvey Berin (Karen Stark).....PIERRE - BALLROOM  
2:45 P.M. Ben Gershel (Robert Knox).....PIERRE - BALLROOM  
3:30 P.M. Herbert Sondheim.....PIERRE - BALLROOM  
4:15 P.M.- 5:00 P.M. Free Writing Period  
5:30 P.M. Coty (Aux.).....PIERRE - ROOF GARDEN  
7:00 P.M. Schiffli Lace & Emb-Dinner (Aux) LATIN QUARTER

Thurs., July 21... 7:30 A.M. Nat'l Shoe Inst-Bkfst. (Aux.)....PIERRE-COTILLION ROOM  
8:45 A.M. Pattullo-Jo Copeland.....PIERRE - BALLROOM  
9:30 A.M. Originala.....PIERRE - BALLROOM  
10:15 A.M. Nat Kaplan.....PIERRE - BALLROOM  
11:00 A.M. Harry Frechtel.....PIERRE - BALLROOM  
11:45 A.M.- 12:30 P.M. Free Writing Period  
12:30 P.M. Amer. Inst.Men's-Boys'Wear (Aux.) PIERRE - BALLROOM

(Continued on following page)

## DATE

## WHAT'S GOING ON

## GIVEN BY

## WHERE

## (THIRTY-FIFTH NATIONAL PRESS WEEK (Continued from page 3))

	2:00 P.M.	Samuel Winston (Roxane).....PIERRE	- BALLROOM
	2:45 P.M.	Junior Sophisticates (Anne Klein)PIERRE	- BALLROOM
	3:30 P.M.	David E. Gottlieb-Gothe.....PIERRE	- BALLROOM
	4:15 P.M.	Luis Estevez.....PIERRE	- BALLROOM
	5:00 P.M.-	5:30 P.M. Free Writing Period	
	5:30 P.M.	Jantzen - Cocktails (Aux.).....PIERRE-COTILLION ROOM	
	7:00 P.M.	Pellon-Dinner and Theatre (Aux.).TO BE ANNOUNCED	
<u>Fri., July 22....</u>	9:00 A.M.	Mollie Parnis (Coffee at 8:30 AM)530 SEVENTH AVENUE	
	10:00 A.M.	Christian Dior-New York.....498 SEVENTH AVENUE	
	11:00 A.M.	Ben Reig.....498 SEVENTH AVENUE	
	12:30 P.M.	<u>Variety Group:</u> Leonard Arkin, Paula Dean, Guy D, Helen Lee, Mam'selle, Suzy Perette, Thom McAn Shoes....PIERRE - BALLROOM	
	4:00 P.M.	Anne Fogarty.....PIERRE - BALLROOM	
	4:45 P.M.-	5:30 P.M. Free Writing Period	
	5:30 P.M.	Woolens & Worsteds Of Amer.(Aux.)PIERRE-COTILLION ROOM (Dinner at Freedomland.)	

Sunday	HATS, CLOTHES, FURS FOR VISITING PRESS	WALTER FLORELL	30 WEST 57TH STREET SALON - 5TH FLOOR
July 17	Preview for out-of-town press of Walter Florell's Fall hats, clothes, furs and ensembles. ( <u>Local press Thurs., July 7 at 9:30 A.M.</u> ). By invitation. Contact: PL. 7-8780. Publicity: Eleanor Lambert, MU. 8-2130.		
Sunday	PREVIEW OF FALL MILLINERY COLLECTION	EMME (19 WEST 57TH STREET)	SHERRY NETHERLANDS CRYSTAL PAVILLION
July 17	Emme will present her Fall millinery to visiting press. ( <u>Local press and buyers, Thurs., July 7 at 5:30 P.M.</u> ). By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.		
Sunday	FALL MILLINERY SHOW FOR VISITING PRESS	MILLINERY INSTITUTE OF AMERICA, INC.	HOTEL PLAZA PERSIAN ROOM
July 17	The Millinery Institute of America ( <u>Auxiliary Member, N. Y. C. G.-- See Pg. 3</u> ) will invite the out-of-town editors to a brunch showing of the Millinery Creators' Fall hat collections. By invitation. Press contact: Burt Champion, YU. 6-2800.		
Sunday	MILLINERY PREVIEW FOR VISITING PRESS	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
July 17	Sally Victor will preview her Fall millinery to the visiting press. ( <u>Local press, Tues., July 5 at 11:00 A.M.</u> ). By invitation. Publicity: Mildred Josephs, PL. 3-7450.		
Sunday	FUR PREVIEW FOR OUT-OF-TOWN PRESS	RITTER BROTHERS (224 WEST 30TH ST.)	HOTEL PLAZA TERRACE ROOM
July 17	Showing of Ritter Brothers ( <u>Auxiliary Member, N.Y.C.G.--See Pg. 3</u> ) fur fashions to the visiting press. By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.		
Sunday	FALL SILK FASHION SHOW FOR OUT-OF-TOWN PRESS	INTERNATIONAL SILK ASSN., U.S.A.	HOTEL PIERRE BALLROOM
July 17	The International Silk Association, U.S.A. ( <u>Auxiliary Member, N.Y.C.G.-- See Pg. 3</u> ) will invite the out-of-town and local editors to a dinner and showing. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 18-	OPEN HOUSE FOR VISITING PRESS	ANDREW GELLER, INC.	38 EAST 57TH STREET SHOWROOM - 4TH FLOOR
July 22 8:00 A.M.- 4:00 P.M.	"Keys to Fashion, Autumn 1960"--Andrew Geller will present a trend collection of Autumn shoes to the visiting press-photo folios available. Publicity: Kay Davidge, MU. 8-7841.		
Monday July 18-	OPEN HOUSE FOR VISITING PRESS	LEATHER INDUSTRIES OF AMERICA	411 FIFTH AVENUE 10TH FLOOR
July 22 9:00 A.M.- 6:00 P.M.	"Leather Makes A Point"--exhibit of leather masterpieces in shoes, garments, handbags, belts, gloves, luggage, small leather goods for men, women and children, in colors for Fall 1960 - Winter 1961. For visiting and local press, by invitation. Publicity: Billie Gould, MU. 6-7956.		
Monday July 18 12:30 P.M. Luncheon	HAIR STYLES AND COLORING FOR FALL The Clairol Institute ( <u>Auxiliary Member, N.Y.C.G.--See Pg. 3</u> ) will present a showing by New York's top hairstylists in a parade of hairstyle and haircoloring fashions for Fall. By invitation. Publicity: Terry Grimes, OR. 5-0700.	CLAIROL INCORPORATED (510 SIXTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Monday July 18 5:30 P.M. Cocktails	MEN'S FASHION SHOW FOR VISITING PRESS "The Fashion Ballot" -- Lebow ( <u>Auxiliary Member, N.Y.C.G.--See Pg. 3</u> ) will invite the visiting press for cocktails with Francesca and Victor Lebow. By invitation. Publicity: Alfred Katz, 200 West 57th Street, PL. 7-4775.	LEBOW BROTHERS (200 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Monday July 18 5:30 P.M.- 9:00 P.M.	PREVIEW OF FALL- WINTER JEWELRY Cocktail-dinner showing of Trifari's Fall and Winter jewelry collection. By invitation. Publicity: Dorothy Lansing, 165 E. 66th St., RE. 7-3347.	TRIFARI, KRUSSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Monday July 18 8:00 P.M. Curtain 8:30 P.M.	THEATRE PARTY FOR OUT-OF-TOWN PRESS Ship 'n Shore ( <u>Auxiliary Member, N.Y.C.G.--See Pg. 3</u> ) will invite the visiting press to a performance of "Bye Bye Birdie", starring Chita Rivera and Dick Van Dyke. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE	MARTIN BECK THEATRE 302 WEST 45TH STREET
<i>July 12 530 PM. Cocktails</i> Tuesday July 19 7:30 A.M.- 8:30 A.M.	FOOTWEAR FASHIONS FOR VISITING PRESS "Barnyard Breakfast" -- Capezio ( <u>Auxiliary Member, N.Y.C.G.--See Pg. 3</u> ) will present Fall and Winter footwear to visiting and local press. By invitation. (Transportation will be available at 8:30 A.M. for the editors' next showing.) Publicity: Lois Muller, JU. 6-2150.	CAPEZIO, INC.	9 W. 61 ST. (AT B'WAY) SHOWROOM - 1ST FLOOR
Tuesday July 19 9:15 A.M. Breakfast	PRESS PREVIEW: MAURER FALL BRIDAL FASHIONS Saks 34th preview their Fall Maurer Bridal collection to the press. Commentator: Mr. Maurer. <u>Customer Showings</u> , Tues., July 19 and Wed., July 20 at 6:30 P.M., Bridal Salon-5th floor. Commentator: Ethel Thorsen. By invitation. Publicity: Mildred Cipes, LA. 4-7000.	SAKS 34TH	491 SEVENTH AVENUE MAURER SHOWROOM
Tuesday July 19 12:30 P.M. Luncheon	LUNCHEON AND FASHION SHOW FOR VISITING PRESS Ship 'n Shore ( <u>Auxiliary Member, N.Y.C.G.--See Pg. 3</u> ) will present a fashion show at luncheon for visiting and local press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE	HOTEL PIERRE BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday July 19 5:30 P.M. Cocktails	YOUNG DESIGNERS FUR COLLECTION	FUR INFORMATION & FASHION COUNCIL	HOTEL PIERRE COTILLION ROOM
	Fur Information and Fashion Council ( <u>Auxiliary Member, N.Y.C.G.--See Pg. 3</u> ) will preview fur fashions by young designers for visiting and local press. By invitation. Publicity: Nona Lou Greene at Ruder & Finn, PL. 9-1800.		
Tuesday July 19 7:00 P.M. Cocktails- Dinner	DIAMOND DINNER FOR VISITING PRESS	N.W. AYER & SON, INC. (1271 AVE. OF AMERICAS)	HOTEL PLAZA TERRACE-BALLROOM
	N. W. Ayer ( <u>Auxiliary Member, N.Y.C.G.--See Pg. 3</u> ) will show diamonds by Black Starr & Gorham, Cartier, Tiffany, Van Cleef & Arpels, Harry Winston. Fashions by FonTayne. Cocktails, 7:00 P.M.--Terrace Room. Dinner, 8:00 P.M.--Ballroom. By invitation. Publicity: Mildred Kosick, PL. 7-5700.		
July 19	MACY'S RELEASE DATE--Back-To-School collection.	( <u>No show</u> ).	
Wednesday July 20 7:30 A.M. Breakfast	FALL JEWELRY FORECAST FOR OUT-OF-TOWN PRESS	THE NAPIER COMPANY (530 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
	Napier ( <u>Auxiliary Member, N.Y.C.G.--See Pg. 3</u> ) will preview their Fall jewelry and boutique gifts for visiting and local press. By invitation. Publicity: Kathleen Mundin, YU. 6-6633.		
Wednesday July 20 9:30 A.M. Breakfast	PRESS PREVIEW: MID- SUMMER FURNITURE	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Press breakfast followed by preview of midsummer furniture. By invitation. Publicity: Renee Kuhn, OX. 5-4400, Ext. 2683.		
Wednesday July 20 12:15 P.M. Luncheon	SHOWING AT LUNCHEON FOR VISITING PRESS	DU PONT COMPANY	HOTEL PLAZA BALLROOM
	Du Pont ( <u>Auxiliary Member, N.Y.C.G.--See Pg. 3</u> ) will present "Man-Orama" -- fibers in men's, women's and children's wear. ( <u>Note Change of Place</u> ) By invitation. Contact: Walter Crocco, LO. 3-6400.		
Wednesday July 20 4:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: IMPORTANT NEW MEN'S LINE	SHULTON, INC. (630 FIFTH AVENUE)	SAVOY-HILTON HOTEL LE CHATEAU - 11TH FLOOR
	Introducing to the press and buyers a new line of men's toiletries--"York Town 1781". By invitation. Publicity: Dorothy Morrison, CI. 5-6263.		
Wednesday July 20 5:30 P.M. Cocktails	COCKTAIL PARTY FOR VISITING PRESS	COTY, INC. (612 FIFTH AVENUE)	HOTEL PIERRE ROOF GARDEN
	Coty ( <u>Auxiliary Member, N.Y.C.G.--See Pg. 3</u> ) will invite the visiting press to a cocktail party. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday July 20 7:00 P.M. Dinner	FASHION SHOW-DINNER FOR VISITING PRESS	SCHIFFLI LACE AND EMBROIDERY INSTITUTE	THE LATIN QUARTER 200 WEST 48TH STREET
	Schiffli ( <u>Auxiliary Member, N.Y.C.G.--See Pg. 3</u> ) will invite the press to a fashion show, dinner and night club show featuring Kirby Stone 4, Jack Durand, Holger & Dolores. By invitation. Contact: Schiffli, 591 Summit Avenue, Jersey City, SWarthmore 5-2347.		
Thursday July 21 7:30 A.M. Breakfast	PREVIEW OF FALL SHOE FASHIONS	NAT'L SHOE INSTITUTE (50 ROCKEFELLER PLAZA)	HOTEL PIERRE ROOF GARDEN
	National Shoe Institute ( <u>Auxiliary Member, N.Y.C.G.--See Pg. 3</u> ) presents "The Slender Shoe Look" to visiting and local press. By invitation. Publicity: Alice Regensburg at Lynn Farnol, JU. 6-5777.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 21 10:00 A.M. Breakfast	PRESS PREVIEW OF FUR FASHIONS Preview of Arnold Constable's fur collection to the press. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR
Thursday July 21 12:30 P.M. Luncheon	PRESS PREVIEW: MEN'S & BOYS' FALL FASHIONS Preview for visiting and local press by American Institute of Men's and Boys' Wear ( <u>Auxiliary Member, N.Y.C.G.--See Pg. 3</u> ). Guest speaker: Perkins Bailey of "Men's Wear Magazine" and "Look Magazine". By invitation. Publicity: Rion Bercovici, MU. 3-8913.	AMERICAN INSTITUTE OF MEN'S & BOYS' WEAR	HOTEL PIERRE BALLROOM
Thursday July 21 5:30 P.M. Cocktails	FALL SPORTSWEAR FOR VISITING PRESS "Summer Slalom Fashion Show" -- Jantzen ( <u>Auxiliary Member, N.Y.C.G.--See Pg. 4</u> ) will present their Fall sportswear collection to the visiting and local press. By invitation. Publicity: Eloise Walton at Roger & Cowan, PL. 9-6272.	JANTZEN INC. (261 MADISON AVENUE)	HOTEL PIERRE COTILLION ROOM
Thursday July 21 7:00 P.M. Dinner	DINNER AND THEATRE FOR VISITING PRESS Pellon ( <u>Auxiliary Member, N.Y.C.G.--See Pg. 4</u> ) will invite the visiting press to dinner and theatre. ( <u>More details later</u> ). By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	PELLON CORP. (350 FIFTH AVENUE)	PLACE TO BE ANNOUNCED
Friday July 22 5:30 P.M. Cocktails Dinner	DINNER & FASHION SHOW AT FREEDOMLAND Cocktails for visiting press at Cotillion Room, followed by dinner at Freedomland, U.S.A. in authentic western saloon. Showing of designer fashions in Arcrigan wool by Woolens and Worsteds of America ( <u>Auxiliary Member, N.Y.C.G.--See Pg. 4</u> ) with "Miss Wool of America" as one of the featured models. By invitation. Buses will wait opposite 61st Street entrance of Hotel Pierre. (Return trip 9:30 P.M.) Publicity: Doris Taplinger at Taplinger Assoc., 1 East 42nd St., YU. 6-2810.	WOOLENS AND WORSTEDS OF AMERICA, INC.	HOTEL PIERRE & FREEDOMLAND
July 25	NATIONAL REPUBLICAN CONVENTION (Chicago)		
Monday July 25 9:30 A.M. Breakfast	PRESS PREVIEW: SCHOOL AND COLLEGE FASHIONS Alexanders will present their Back-To-School and College fashions, including boys' fashions. By invitation. Publicity: Roberta Davis, CY.8-2000.	ALEXANDERS	REGO PARK STORE QUEENS, LONG ISLAND
July 25	ABRAHAM & STRAUS RELEASE DATE--Back-To-School Collection. ( <u>No Show</u> ).		
Tuesday July 26 9:30 A.M. Coffee	PRESS PREVIEW OF COLLEGE FASHIONS Preview of Macy's Fall college collection to the press. By invitation. Publicity: Stephanie Horton, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Thursday July 28 9:30 A.M. Coffee	PRESS PREVIEW OF COLLEGE FASHIONS Martin's will present college fashions to the press. By invitation. (For release, Mon., Aug. 1.) Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	2ND FLOOR
August 1	SAKS FIFTH AVENUE RELEASE DATE--College collection. ( <u>No Show</u> ).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 1 10:30 A.M. Coffee	PRESS PREVIEW OF COLLEGE FASHIONS	ARNOLD CONSTABLE	3RD FLOOR
	Arnold Constable will present their College collection to the press. By invitation. Publicity: Gloria Geis, MU. 5-2300.		

FALL COUTURE OPENINGS IN ROME, FLORENCE, LONDON, PARIS

Wednesday July 13- July 15	CENTRO ROMANO PER L'ALTA MODA ITALIANA <u>July 13:</u> Accessories Show: Centinaro; Faraoni; Gregoriana; Luciani; Sarli; Tita Rossi. <u>July 14:</u> Baratta; De Luca; Garnett; Fontana; Gattinoni. <u>July 15:</u> Fashion houses will receive buyers at their own ateliers. Contact: Centro Alta Moda Italiana, Piazza S. Ignazio, 125, Rome.	ROME, ITALY
Saturday July 16- July 21	CENTRO DI FIRENZE PER LA MODA ITALIANA <u>July 16:</u> Millinery Show. Sportswear & Boutique: Vito; Camisene; Avagolf; Paola Nucci; Falconetto; De Simone; Naka; Scarabocchio; Celli; Myricae; Glans; Mirsa; Aida; Baldini; Valditevere; Avolio; Bertoli. <u>July 17:</u> Sportswear & Boutique: Antonelli Sport.; Barentzen's Bazaar; Simonetta Sport.; Galatzine Boutique; Veneziani Sport.; Marucelli Boutique; Schuberth Boutique. Sportswear & High Fashion: Emilio Pucci. <u>July 18:</u> High Fashion: Enzo; De Barentzen; Simonetta; Fabiani. <u>July 19:</u> High Fashion: Capucci; Marucelli; Antonelli; Carosa. <u>July 20:</u> High Fashion: Guidi; Schuberth; Veneziani; Galitzine. <u>July 21:</u> High Fashion: Mingolini Gugenheim; Textile Promotion. Contact: G. B. Giorgini, 10 Lungarno Acciaioli, Florence, Italy.	FLORENCE, ITALY
Wednesday July 20- July 24	INCORPORATED SOCIETY OF LONDON DESIGNERS <u>July 20:</u> Cavanagh; Lachasse; Creed; Worth (for buyers). <u>July 21:</u> Michael; Mattli; Hartnell; Sherard. <u>July 22:</u> Amies; Paterson; Stiebel. <u>July 23:</u> By appointment, for buyers. <u>July 24:</u> By appointment, for buyers. Contact: Ann Ryan, 46 Old Bond Street, London, W.I.	LONDON, ENGLAND
Beginning Monday July 25	OPENING OF PARIS COUTURE COLLECTIONS <u>Picture release date -- August 30.</u> <u>July 25:</u> Esterel; Griffé, Lopez; Godard; Patou; Montaigne; Cardin; Lutece; Revillon. <u>July 26:</u> Balmain; LaRoche; Goma; Sagardoy; Heim; Dana; Fardeau; Ricci; Gres. <u>July 27:</u> Dior; Riviere; Lapidus; de Rauch; Lambert; Prusac; Hermes; Matta; Lutece; Carven. <u>July 28:</u> Blatt; Lanvin-Castillo; Riviere; Desses; Matta; Goma; de Rauch; Carven; Lapidus; Baron; Lise; Irmone; Feraud; Rouff. <u>July 29:</u> Desses; Irmone; Renee; Roger. <u>Aug. 1:</u> Heduy; Renal. Balenciaga; Givenchy -- NO PRESS. <u>Aug. 2:</u> Coste. <u>Aug. 12:</u> Bourgade. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	PARIS, FRANCE

MUSIC...MOVIES...THEATRE

Wednesday June 29 PREMIERE: "STRANGERS WHEN WE MEET" (Movie) CRITERION, 45TH ST & B'WAY. Starring Kirk Douglas, Kim Novak, Ernie Kovacs, Barbara Rush, Walter Matthau, with Virginia Bruce, Kent Smith, Helen Gallagher, the Columbia presentation in CinemaScope and Eastman Color of the film adaptation by Evan Hunter based on his novel. Producer and Director: Richard Quine. Publicity: Hortense Schorr, PL. 1-4400.

Thursday June 30 PREMIERE: "AQUARAMA" AMPHITHEATRE, FLUSHING MEADOW, L. I. Starring Buster Crabbe, Vincent Lopez, 10 champion divers with Norman Brokenshire as M. C. Tickets: 95¢ - \$2.50. Producer: Dick Randall. Director: Jim McKnight. Publicity: Max Hecht, PE. 6-2527.

Week Of July 4 STADIUM CONCERTS LEWISOHN STADIUM, 138TH ST. & AMSTERDAM Tues., July 5: Josef Krips conducting: Beethoven Festival, Part I, Mischa Elman (Violinist). Wed., July 6: Josef Krips conducting: Beethoven Festival, Part II, David Bar-Illan, (Pianist, Stadium debut). Thurs., July 7: Josef Krips conducting: Beethoven Festival, Part III. Theresa Greene-Coleman, Nell Rankin, Rudolf Petrak, Norman Farrow, (Soloists). Sat., July 9: Maurice Levine conducting: Eartha Kitt (Soloist). Publicity: Alix Williamson, CI. 6-4462.

Saturday July 2 PREMIERE: "CAN CAN" (Movie) RIVOLI THEATRE, 49TH ST. & BROADWAY Starring Frank Sinatra, Shirley MacLaine, Maurice Chevalier, Louis Jordan, the 20th Century Fox presentation of the Cole Porter Musical in Technicolor and Todd-Ao. Producer: Jack Cummings. Director: Walter Lang. Costumes: Irene Sharaff. Publicity: Gertrude Brooks, CO. 5-3320.

Thursday July 7 PREMIERE: "ELMER GANTRY" (Movie) CAPITOL THEATRE, 51ST ST. & B'WAY. United Artists will present Burt Lancaster, Jean Simmons, Dean Jagger, Shirley Jones, Patti Page starring in the movie based on the novel by Sinclair Lewis. Producer: Bernard Smith. Director: Richard Brooks. Publicity: Tess Michaels, CI. 5-6000.

Wednesday July 6- August 10 OPENING: BERKSHIRE FESTIVAL TANGLEWOOD-LENOX, MASSACHUSETTS The annual Berkshire Festival will be held again this year at Tanglewood. The Boston Symphony Orchestra, Musical Director: Charles Munch. Contact: Festival Office, Tanglewood, Lenox, Massachusetts.

Tuesday Sept. 20 OPENING: "THE HOSTAGE" CORT THEATRE, 138 WEST 48TH STREET The entire British cast will be in the American production of the play by Brendon Behan, presented by Leonard Field and Caroline Swann. Director: Joan Littlewood. Publicity: Abner Klipstein, CI. 5-6644.

Thursday Sept. 29 OPENING: "IRMA LA DOUCE" PLYMOUTH THEATRE, 236 WEST 45TH STREET David Merrick will present the London and Paris musical, starring Elizabeth Seal, Clive Revill with Frederick Gwynne. Director: Peter Brook. Publicity: Goodman & Washer, BR. 9-4985.

Thursday Nov. 17 OPENING: "CAMELOT" WINTER GARDEN, 1634 BROADWAY Alan Jay Lerner, Frederick Loewe and Moss Hart will present the musical based on T. H. White's book "The Once and Future King" about King Arthur and his knights of the round table, starring Julie Andrews, Richard Burton. Director: Moss Hart. Sets: Oliver Smith. Costumes: Cecil Beaton. Publicity: Richard Maney, CI. 7-4646.

# 1961

JANUARY							FEBRUARY							MARCH						
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